



Fiber Cement at Its Best!™

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## **NICHISOFFIT™ PANELS OFFER HOMEOWNERS A LASTING EXTERIOR SOFFIT FINISH**

**ATLANTA (January 2008)** – Nichiha announces the introduction of NichiSoffit™ panels, which are durable fiber cement exterior claddings. The new panels are easy to install and provide a durable, low maintenance solution for the soffits of a home. Offered vented or non-vented, NichiSoffit panels are available in a variety of lengths and widths, and complement the NichiProducts Collection. The collection includes NichiBoard™ lap siding, NichiShake™ individual shakes, NichiTrim™ boards and NichiPanel™ vertical siding.

“NichiSoffit panels provide today’s homeowners and builders with a high quality choice for a hassle-free home and lifestyle,” comments Darrin Haugan, senior vice president of sales and marketing for Nichiha. “The recent opening of Nichiha’s first U.S. manufacturing plant in Macon, Ga. enables our company to introduce a complete line of fiber cement products to the U.S. market.”

Secured by a 25-year product warranty, NichiSoffit factory primed panels are moisture, rot and termite-resistant making them a low-maintenance choice for any climate. They are available in a classic profile with a choice of smooth or cedar texture. Through the utilization of innovative technology, NichiSoffit provides exemplary performance. Serving as a sustainable product choice, the complete NichiProduct line uses a combination of recycled pulp fiber, fly ash (a waste material produced from electric coal burning plants), and recycled fiber cement products.

For more information on Nichiha’s products, visit [www.Nichiha.com](http://www.Nichiha.com) or call 1.86 NICHHA 1.

### **Company Background**

In 1998, Nichiha U.S.A., Inc., was established in Norcross, Ga., as a joint venture of the Nichiha Corporation of Japan and the Sumitomo Corporations of Japan and North America. Nichiha,

an international leader in fiber cement technology for more than 30 years, markets distinct patterns of fiber cement siding products in the U.S. In 2007, Nichiha opened its first U.S. manufacturing plant in Macon, Ga., responding to an increase in demand for fiber cement products in the Southeast market.